

CONTACT: Tim Herrmann
Marriott International, Inc.
323-856-1201
tim.herrmann@renaissancehotels.com

**HOLLYWOOD GLAMOUR RETURNS TO ITS
BIRTHPLACE AS FAMED HOLLYWOOD CORRIDOR
REVITALIZATION TAKES PLACE**

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**Renaissance Hollywood Hotel assumes role of Hollywood Hotel as window to
celebrity activities in the City of Hollywood**

HOLLYWOOD, CA – Listen carefully and you can hear the beat to the heart of Hollywood as it comes back to life. The Hollywood & Highland® project is at the center of the renaissance of Hollywood with the home to the Academy Awards® ceremonies, the *Kodak Theatre*, the Renaissance Hollywood Hotel and many other retail outlets. Over 100 years old, the city of Hollywood has scores of stories about stars of yesteryear and today.

In the early 1900's Myra Hershey, a member of the Pennsylvania chocolate family, built a Mission Revival style hotel, the Hollywood Hotel, on the northwest corner of Hollywood and Highland. The first major hotel in the area served as a residence to many movie stars of the era and had gold stars painted on the ceiling to honor celebrity guests including Douglas Fairbanks, Anita Stewart and Lon Chaney. The hotel was also the radio broadcast location for famous gossip columnist Louella Parsons who interviewed actors for publicity of their upcoming films. Today this same site will hold the new Renaissance Hollywood Hotel, which will become the new home to celebrities as they prepare for the largest award show of the season, the Academy Awards.

Construction for the Renaissance Hollywood Hotel on the same corner as the old Hollywood Hotel began in August 2000. This new hotel features design elements of mid-century modern, the primary design style of 1950s California, when images of glamour and celebrity first entered American homes through television and print media. A contemporized version of the mid-century modern design elements will includes clean, simple lines, the use of glass and metal to create open spaces, lively colors, organic materials and varied textures. Although mid-century

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modernism utilized the emerging technologies of post-war America, the interior of the Renaissance Hollywood Hotel offers today's latest technologies, such as high-speed Internet access in each of the 640 guest rooms. Recapturing the glamour of Hollywood from the heyday of the old Hollywood Hotel, the Renaissance Hollywood Hotel will be home to many celebrities as they prepare for the Academy Awards and also home to the press covering the event. In the days leading up to the event the hotel will be a hotbed of celebrity activity as it plays host to a variety of designers and stylists showcasing their latest designs for the award season. After the awards are passed out celebrities and guests will attend parties throughout the hotel including the Governor's Ball in the Grand Ballroom.

The history of Hollywood began in 1888 when Harvey Henderson and Daeida Wilcox founded the area as part of a residential development. The name Hollywood was selected by Daeida after she met a woman at the train station whose summer home was called Hollywood. The residential development built along Hollywood Boulevard eventually turned into commercial buildings. Throughout the 20's and 30's the city grew with, restaurants, clubs, shops and theaters to provide enjoyment for the film industry employees in the surrounding areas. Ultimately the city of Hollywood became the place for people to see the stars and discover their dreams.

Years later the famous Walk of Fame was designed to put Hollywood on the map and offer tribute to the stars. In 1960 the first star of over 2,000 was placed on the corner of Hollywood & Highland and dedicated to actress Joanne Woodward. The stars represent legendary celebrities' accomplishments in film, television, radio, recording or theater of the past and present. Following the stars, Mann's Chinese Theatre introduced handprints and footprints of celebrities as another attraction for star struck visitors. These prints started as an accident when a celebrity of the time stepped into some wet cement on the sidewalk outside the newly built theatre. Celebrities from Shirley Temple to Bette Davis and Frank Sinatra to Tom Hanks have been present for the presentation of their stars and prints to be placed along Hollywood Boulevard.

Other historical landmarks surround the area of Hollywood & Highland, including special eateries Musso & Frank's Grill and the Pig 'N Whistle. Musso & Frank's Grill opened in 1919 and is the oldest restaurant remaining in Hollywood. The Pig'N Whistle was Hollywood's first family restaurant and was recently renovated and reopened by Chris Breed.

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Another highlight to Hollywood is the actual Hollywood sign, which stands 45-feet high, weighs 480,000 lbs. and stretches 450-feet across on a hill overlooking the businesses of Hollywood. The sign originally read “Hollywoodland” and was placed to interest people in buying home sites in the area. It was abbreviated to read Hollywood in 1949 when maintenance was discontinued and the sign fell into disrepair and the “land” portion fell away. In 1978 it was refurbished and unveiled on Hollywood’s official 75th Anniversary. World travelers come to Los Angeles every year to get a glimpse of the Hollywood sign and now this landmark is visible from over half of the rooms at the Renaissance Hollywood Hotel.

Although the area fell into a quiet period when movie studios fled Hollywood for the inexpensive real estate in the surrounding areas, a full scale revitalization is underway. With the restoration of the Egyptian Theatre by American Cinematheque in 1998, the El Capitan Theatre by Disney in 1991 and the Pantages Theatre in 1999, the seeds of Hollywood revitalization have been planted. The project of Hollywood and Highland adds new blood and the Renaissance Hollywood Hotel offers a birds eye view of the whole area.

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